Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims

1. (Currently Amended) A method for electronically inserting advertisement into displayed content, comprising steps of:

organizing sequentially a content into more pages ~~then~~ than what are simultaneously viewed on a single display;

inserting an advertisement at a location within said content, said content now including said advertisement;

dividing said content into a plurality of discrete content amounts;

displaying at least two of said discrete content amounts; and

advancing to a selected discrete content amount other than said at least two discrete content amounts, wherein

said displaying step comprises displaying two of said discrete content amounts in a book representation, said book representation including a first and second book thickness indicator, each of said first and second book thickness indicator being proportional to a number of pages on a respective side of said book representation, and

said advancing step comprises ~~illustrating~~ displaying a page flipping to said selected discrete content amount.

2. (Currently Amended) A method for electronically inserting advertisement into displayed content, comprising steps of:

organizing sequentially a content into more pages ~~then~~ than what are simultaneously

viewed on a single display;

inserting an advertisement at a location within said content, said content now

including said advertisement;

dividing said content into a plurality of discrete content amounts;

displaying at least two of said discrete content amounts; and

advancing to a selected discrete content amount other than said at least two discrete

content amounts, wherein

said step of displaying includes displaying a first and second book thickness indicator,

each of said first and second book thickness indicator being proportional to a number of

pages in a respective discrete content amount; and

said advancing step comprises receiving a click upon ~~a~~ one of said first and second

book thickness indicator ~~describing an amount of said content at least one of before and after~~

~~said at least two discrete content amounts~~.

3. (New) The method of Claim 1, wherein said step of displaying a page flipping

comprises:

displaying a plurality of pages flipping as a group

4. (New) The method of Claim 1, wherein said step of displaying a page flipping

further comprises:

displaying a division between open pages of a first side of said book representation

and a second side of said book representation at a fixed location with respect to said display

screen as different pages of said book representation are displayed when moved from said

first side to said second side of said book representation; and

displaying outer edges of said open pages on said second side of said book

representation as moving away from said division when said different pages are moved from

said first side to said second side of said book representation.

5. (New) The method of Claim 1, wherein said step of displaying a page flipping

further comprises one of:

displaying a thickness of a plurality of pages moving from said first side to said

second side; and

displaying a thickness of a plurality of pages moving from said second side to said

first side.

6. (New) The method of Claim 1, wherein said step of displaying a page flipping

further comprises:

displaying a page simultaneously bending and moving across a display to reveal an

underlying page.

7. (New) The method of Claim 1, wherein said step of displaying a page flipping

further comprises:

displaying more than one page simultaneously moving across a display, an amount of

said more than one page corresponding to an increased rate of browsing.

8. (New) The method of Claim 1, further comprising:

freezing a flipping page on a display.

9. (New) The method of Claim 1, further comprising:

entering an address indicator;

flipping a current page; and

displaying a new page containing content corresponding to said address indicator.

10. (New) The method of Claim 1, further comprising:

activating a link on a displayed page.

11. (New) A system for electronically inserting advertisement into displayed content, comprising:

means for organizing sequentially a content into more pages than what are simultaneously viewed on a single display;

means for inserting an advertisement at a location within said content, said content now including said advertisement;

means for dividing said content into a plurality of discrete content amounts;

means for displaying at least two of said discrete content amounts; and

means for advancing to a selected discrete content amount other than said at least two discrete content amounts, wherein

said means for displaying comprises means for displaying two of said discrete content amounts in a book representation, said book representation including a first and second book thickness indicator, each of said first and second book thickness indicator being proportional to a number of pages on a respective side of said book representation, and

said means for advancing comprises means for displaying a page flipping to said selected discrete content amount.

12. (New) The system of Claim 11, wherein said means for displaying a page flipping comprises:

means for displaying a plurality of pages flipping as a group

13. (New) The system of Claim 11, wherein said means for displaying a page flipping further comprises:

means for displaying a division between open pages of a first side of said book representation and a second side of said book representation at a fixed location with respect to said display screen as different pages of said book representation are displayed when moved from said first side to said second side of said book representation; and

means for displaying outer edges of said open pages on said second side of said book representation as moving away from said division when said different pages are moved from said first side to said second side of said book representation.

14. (New) The system of Claim 11, wherein said means for displaying a page flipping further comprises one of:

means for displaying a thickness of a plurality of pages moving from said first side to said second side; and

means for displaying a thickness of a plurality of pages moving from said second side to said first side.

15. (New) The system of Claim 11, wherein said means for displaying a page flipping further comprises:

means for displaying a page simultaneously bending and moving across a display to reveal an underlying page.

16. (New) The system of Claim 11, wherein said means for displaying a page flipping further comprises:

means for displaying more than one page simultaneously moving across a display, an amount of said more than one page corresponding to an increased rate of browsing.

17. (New) The system of Claim 11, further comprising:

means for freezing a flipping page on a display.

18. (New) The system of Claim 11, further comprising:

means for entering an address indicator;

means for flipping a current page; and

means for displaying a new page containing content corresponding to said address indicator.

19. (New) The method of Claim 11, further comprising:

means for activating a link on a displayed page.

20. (New) A computer program product including instructions configured to cause a computer to execute the following steps:

organize sequentially a content into more pages than what are simultaneously viewed on a single display;

insert an advertisement at a location within said content, said content now including said advertisement;

divide said content into a plurality of discrete content amounts;

display at least two of said discrete content amounts; and

advance to a selected discrete content amount other than said at least two discrete

content amounts, wherein

said displaying step comprises displaying two of said discrete content amounts in a

book representation, said book representation including a first and second book thickness

indicator, each of said first and second book thickness indicator being proportional to a

number of pages on a respective side of said book representation, and

said advancing step comprises displaying a page flipping to said selected discrete

content amount.

21. (New) The method of Claim 1, further comprising a step of:

displaying a jump cursor on at least one of said first thickness image and said second

thickness image, corresponding to a selected page that is covered by other pages.

22. (New) The method of Claim 22, further comprising steps of:

actuating said jump cursor and flipping said other pages in a single flipping operation

so as to open said book to said selected page.

23. (New) The method of Claim 1, further comprising steps of:

flipping and displaying content simultaneously on multiple flipping pages.

24. (New) The method of Claim 1, further comprising steps of:

increasing a flipping speed and displaying a greater number of flipping pages in

response to increasing the flipping speed.

25. (New): The method of Claim 1, further comprising a step of:

displaying a set of pages as a collapsed fan display.

26. (New) The method of Claim 1, further comprising steps of:

jumping to a selected page on at least one of said first thickness image and second thickness image, and displaying an animated image of skipped pages as a group of flipping pages moving across the screen, a thickness of said group of flipping pages being proportional to a number of the skipped pages.